

Division 3. Air Resources Board

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Chapter 13. Voluntary Accelerated Vehicle Retirement Enterprises

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Article 1. Voluntary Accelerated Light-Duty Vehicle Retirement Enterprises

**§ 2606. Advertising.**

(a) Any advertising conducted by an enterprise operator for the purpose of recruiting vehicle owners to sell their cars into a VAVR enterprise shall not contain any language stating that the VAVR enterprise is anything but voluntary for the consumer or that the VAVR enterprise is affiliated with or is operated by the State of California;

(1) Any contracts or agreements between a vehicle seller and an enterprise operator relating to the sale of a vehicle to a VAVR enterprise shall not contain any language stating that the VAVR enterprise is anything but voluntary for the consumer or that the VAVR enterprise is affiliated with or is operated by the State of California;

(b) Any enterprise operator requesting the Department of Motor Vehicles to send notices to vehicle owners as prospective VAVR participants pursuant to Health and Safety Code §44103, shall meet the following requirements:

(1) Prominently display the disclaimer statement as follows: "This voluntary accelerated vehicle retirement enterprise is conducted by a private operator under the auspices of the State of California and your local air pollution control district/air quality management district. It is not operated by the State of California. State funds are not used for the purchase of vehicles. Depending on location and other factors, resulting emission reduction credits may be purchased by the state to result directly in air quality improvements. Your participation is entirely voluntary."

(2) Provide the Department of Motor Vehicles with adequate criteria for selecting as notice recipients those registered vehicle owners who own the desired target vehicles. Such criteria may consist of the desired vehicle makes, models, model years, geographical locales, or any other criteria deemed acceptable or necessary by the Department of Motor Vehicles;

NOTE: Authority cited: Sections 39600, 39601 and 44101, Health and Safety Code. Reference: Sections 39002, 39003, 43000, 43013, 44100, 44101, 44102, 44103, 44105, 44107 and 44109, Health and Safety Code.

REFERENCE